



cooks  
who  
feed

**MEDIA KIT 2020**

## At Cooks Who Feed

Cooks Who Feed create aprons that empower food lovers to take action towards a hunger-free world. For every apron sold, food waste is rescued and used to provide 100 nutritious meals. We fulfill this promise through our partnerships with organizations that rescue food waste and redistribute the food to the less fortunate.

What makes us relevant to our customers is what makes us different, our multilevel impact. There is a social benefit in every step of our process.

1) For every apron sold, food waste is rescued to provide 100 nutritious meals.

2) We bring sustainable fashion to the kitchen. We only use natural, local and recycled fabrics and we take an eco-friendly approach to every stage of production. A lot of detail has gone into designing our aprons to make them stylish, functional and eco-friendly.

3) All our aprons are ethically handmade by a team of underprivileged women in India. We provide these women with safe and fair work with the goal of getting them out of poverty

I firmly believe in the quote,

The two most important days in your life are the day you are born and the day you find out why”.

Cook Who Feed is my “why”.

Seema Sanghavi





## Launch

March 8, 2019 on Kickstarter

Kickstarter link: <https://www.kickstarter.com/projects/741405375/cooks-who-feed-fighting-hunger-by-reducing-food-waste>

## Mission

To empower food lovers to take action towards a hunger-free world.

## Vision

To create a hunger-free world following the most sustainable.

## Management

To date, the company's only full-time employee is the founder, Seema Sanghavi. Aside from the production of aprons, the founder is responsible for all other activities including marketing, sales, administration and strategy.

At Cooks Who Feed, we produce hand crafted aprons to feed those in need and prevent food from going to waste. For every apron sold, 100 people receive a nutritious meal. To fulfill this promise, we've partnered with charities that feed the hungry and prevent food from going to waste.

Our goal for our first year is to provide 500,000 meals, that's 5000 aprons.



## Founder Profile

Seema Sanghavi  
Founder at Cooks Who Feed  
Mississauga, Ontario, Canada

## Summary

As the founder of Cooks Who Feed Inc., I'm passionate about creating a better world by fighting hunger sustainably. In partnership with charities and NGOs, Cooks Who Feed ethically produces handcrafted aprons and for every apron sold, food waste is rescued to provide 100 nutritious meals.



Founded August 2018 - Present

## In addition to my career,

I love to cook, eat, and travel off the beaten track. I have been lucky enough to travel extensively and work in various countries, such as Canada, the UK, Belgium, The Netherlands, and India. I believe myself to be an amateur chef and enjoy taking cooking courses in different countries to learn the local cuisine and cooking techniques.

The founder has a bachelor of commerce, as well as an MBA from The Schulich School of Business. She has over 12 years of experience in online marketing, product management and project management.

Experience  
Cooks Who Feed  
Founder  
August 2018 - Present

We're on a mission to fight hunger by reducing food waste.





## Education

### **Schulich School of Business - York University**

International MBA (IMBA), Marketing & Strategic Management · (2008 - 2010)

### **Digital Marketing Institute UK**

Professional Diploma in Digital Marketing, Digital Communication & Media/Multimedia · (2012 - 2012)

### **Indian Institute of Management Bangalore**

MBA, Marketing and Strategic Management · (2009 - 2010)

### **University of New Brunswick**

B.Ed, High School Mathematics · (2004 - 2005)

### **Saint Mary's University**

B.Comm, Marketing and Entrepreneurship · (1998 - 2002)

## Our Story

The journey that led me to start Cooks Who Feed began about 3 years ago when a friend of mine invited me to visit an NGO in India that she had co-founded several years prior. This is the same NGO I now work with to produce our aprons. When I met the women for the first time and saw them wholeheartedly working away, I felt compelled to help in any way I could so more underprivileged women could have the same opportunity. At that point in time, I was not sure how I could be of service but I knew I could not go back to Canada and forget what I had seen.



One thing that people who know me would say is that I love to cook. This is indeed very true. I am very passionate about cooking and believe that sharing a good meal not only feeds our body; it feeds our soul. Many of my fondest memories revolve around sharing a meal. But, as much as food gives me joy, I've always been bothered by the number of people who go hungry and do not get to experience food the way I do. I struggle to live in a world where people travel the globe to snap and post pics of 5-star restaurant dishes and, at the same time, others scour for food waste to stay alive

### Contact Information

**Main Contact:** Seema Sanghavi,  
Founder/CEO

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**Website:** [www.CooksWhoFeed.com](http://www.CooksWhoFeed.com)

**Social:** CooksWhoFeed

**Phone:** 416-835-1801

About a year ago, I came across an article about food waste. I learned that about 1/3 of the food produced gets thrown out. This fact struck a chord with me so I started doing a bit of research. One headline that I came across stood out amongst the rest.

It was this question that led me to learn about organizations like Second Harvest that, with a network of volunteers, focus on redirecting food destined for the landfill to those who need it. This is when I started connecting the dots and the idea for Cooks Who Feed was born. It took me a year to combine my passion for food and cooking, my empathy towards the hungry and my desire to help impoverished women.

Today, we've been able to prove there's a market for our product by running a successful crowdfunding campaign. We're now investing in inventory and creating new aprons designs. We're extremely optimistic that we can convert people from being just a cook to being a cook who feeds..

It stated that the amount of food we waste could feed the entire world's hungry four times over. How could so many go hungry when so much food is just being thrown out?

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## Chef Ambassadors

**Chef Devan Rajkumar's** relentless passion and ambition to become one of the best in the foodservice industry is rooted in his time spent as a young boy in a tiny apartment kitchen with his Guyanese grandmother. Her dedication and enthusiasm for food were instilled in Chef Devan and so began his quest for life-changing flavor profiles. Guyanese cuisine is often cooked over an open fire and Devan developed an appreciation for open fire cooking traveling back and forth from Canada to Guyana throughout his life. Before his formal training at Toronto's George Brown College for Honours Culinary Management, Chef Devan honed his skills under-celebrated local Chef Adrian Niman of the Food Dudes catering company during a time of explosive growth. After several years of high-end catering,

To date, we have collaborated with 3 local celebrity chefs. Together, we have created an apron to represent each of their personalities. Of the 3 aprons, 2 are available on the website and 1 is currently in production.



Chef Devan parlayed his position as Sous Chef with the Food Dudes into an Executive Chef role at Luxe Appliance Studio, a multi-million dollar showcase kitchen for his favorite brands Bosch, Thermador, and Gaggenau. Between 2012 and 2014, Chef Devan found his flair for live culinary demonstrations and entertained thousands of guests. Someone took to his liking and in 2014, Chef Dev became a regular guest on Cityline, one of Canada's longest-running daytime shows, and found his love of the spotlight.

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## Chef Romain Avril

Chef Romain Avril is best known for his appearances as a judge on Top Chef Canada All-Stars, and as a competing chef on Chopped Canada. He's also recognizable as a frequent guest chef on programs such as Your Morning and Breakfast Television, as well as in media such as Toronto Life, The Globe and Mail, The Guardian, and The Telegraph. Chef Avril discovered his passion for cooking at an early age. By seventeen, he was working at a 1 Michelin Star restaurant, and at 21, he was cooking at a 2 Michelin Star restaurant. In 2010, Chef Avril moved to Canada, making a name for himself as a star chef at restaurants such as Colborne Lane, Origin North, Bar, and La Société Bistro. Chef Avril brings his love of food and dining to everything he does.



## Chef Christine Cushing

Nominated for 'best host of a tv. series' by the Academy of Canadian Cinema and Television for her exciting series- Confucius Was a Foodie- airing on PBS across North America, Christine and her crew traveled to 8 countries on a life-changing adventure. A trailblazer on the Food Network, with Christine Cushing Live, and her reality show Fearless in the Kitchen, on the Oprah Winfrey Network, Christine has been showing Canada how to cook for 20 years. She is currently the resident chef on the highest-rated talk show in Canada, the Marilyn Denis Show.

Premiering Feb. 3, 2020, Christine will be part of an extraordinary cast of Canadian chefs on a new massive show for Food Network Canada, Wall of Chefs! She is honored to be back on the network where it all started for her and can't wait for viewers to fall in love with this show.

Born in Athens, Greece, Christine immigrated to Canada with her family at the age of one. After graduating with honors from George Brown College, Christine went on to graduate at the top of her class at the famed Paris École de Cuisine La Varenne.





## Product Description

Cooks Who Feed ethically produces high quality, handcrafted aprons. We only use eco-friendly, recycled and local fabrics.

For our retail customers, we sell a small line of designer aprons on our website. Our aprons are designed internally or through collaborations with well-known chefs.

For our business customers, we offer our retail apron line as well the option to create their own, custom aprons. Producing custom aprons allow the business to choose from a range of fabrics, colors, and styles as well as include their name and/or logo.

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Retail Collection Size: 7 Aprons (Oct.28, 2019)

<https://www.cookswhofeed.com/collections/frontpage>

## Production

We've partnered with Work+Shelter, an NGO based out of Delhi, India, to produce our products. Work+Shelter hires women who live in poverty, most of whom have never been given the opportunity to gain an education and are victims of domestic abuse. The NGO provides these women with paid training, a fair wage, and income security.

## Giving Partners



## B The Change

<https://bthechange.com/bridging-the-gap-between-food-waste-and-hunger-one-apron-at-a-time-81833bdf09c?fbclid=IwAR16MMyiXlcYn6IFanX-RfVH6qQsC-Cb5diaugGmeU4sEtsLq6BfLsZYdsY&gi=64aba5cd6a76>

## Startup Here Toronto

<https://startupheretoronto.com/type/profiles/cooks-who-feed-finds-a-recipe-for-change/>

## Schulich School Of Business

<https://schulich.yorku.ca/success-stories/seema-sanghavi-imba-10/?fbclid=IwAR2yhcx9vpxibBefmx8TlzhUJOLBIYeHm63uzGVsbbCU8vhgLGHTYHt3A2I>

## Ryerson- The Fashion Zone

<https://www.ryerson.ca/fashion-zone/companies/cooks-who-feed/>

## Second Harvest

<https://secondharvest.ca/fundraiser/cooks-who-feed/>

## Gift Guide Inclusions

<https://www.pinterest.ca/medianews/boards/>

<https://tabbyspantry.com/2019-gifts-hostess/>



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